



*WE love PBO just as much as YOU!*

*Poulsbo*

*little Norway, BIG FUN*

<https://cityofpoulsbo.com/lodging-tax-grant-program/>

# 2025 Lodging Tax Advisory Committee



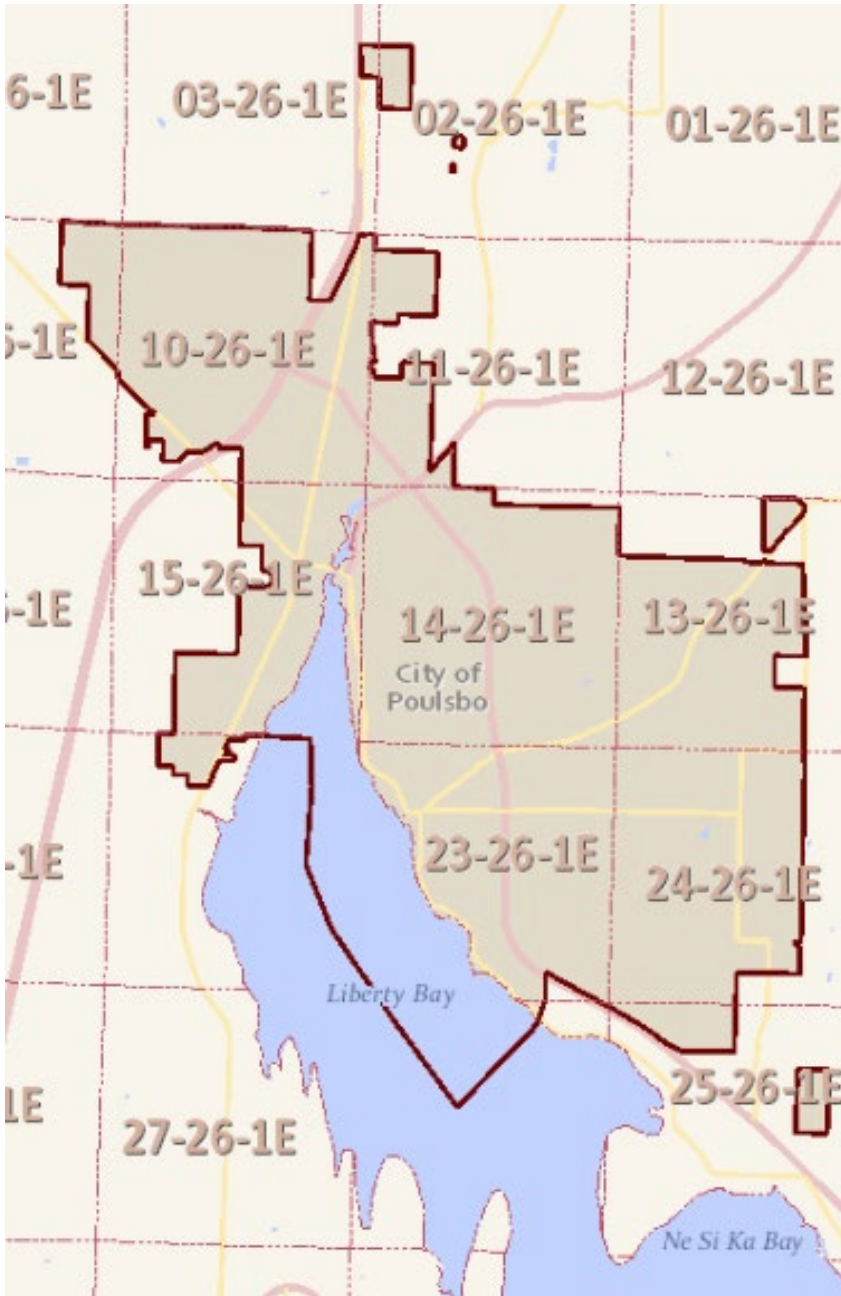
In 1998, the City approved [Ordinance 98-03](#) in accordance with [RCW 82.08](#) and authorized by [RCW 67.28.181](#) to levy an additional 4% tax on charges for lodging activity. In order to collect the additional 4% tax, as of 2011 the City formed the required Lodging Tax Advisory Committee

Advisory Position	Representative, Organization
Chair of Committee	Ed Stern, Poulsbo City Council
Business contributing lodging tax	Ashley Walchok, Poulsbo, Fairfield Inn & Suites by Marriott
Business contributing lodging tax	Victoria Luke, Hotel Skandi - Sound West Group Real Estate
Organization eligible to receive these funds	Greg Enright, Cultural Arts Foundation NW
Organization eligible to receive these funds	Kathi Forsee, Viking Fest
<b>Staff (non-voting)</b>	Lin Hino, Special Events Coordinator
	Jeff Ozimek, Director of Parks and Recreation
	Debbie Booher, Assistant City Administrator
	Larissa Campbell, Senior Accountant



# Where does Lodging Tax Grant money come from?

The city collects a **4% sales tax** from lodging establishments inside the City of Poulsbo. These funds must be spent on eligible activities/projects, as defined in Washington State laws in RCW 67.28



# Eligible activities/projects, as defined in Washington State laws



**RCW 67.28.080(5)(6)(7): “Tourism”, “Tourism Promotion”, “Tourism-related facility”**

**Allowable Uses, RCW 67.28.1816:**

**Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor’s bureau or destination marketing organization for:**

- a) Tourism marketing;**
- b) The marketing and operations of special events and festivals designed to attract tourists;**
- c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under RCW chapters 35.57 and 36.100; or**
- d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501 (c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.**



# Can We Spending Lodging Tax Funds on That?

1. Can for-profit entities apply for lodging tax funds?
  - **Yes**, The statute does not explicitly prohibit for-profit entities from applying for lodging tax funds. The purpose of the funds is to promote tourism in the jurisdiction by attracting individuals traveling over 50 miles away and encouraging overnight stays.
2. Can lodging tax revenues be used to purchase a community clock or capital improvements?
  - **No**, A community clock and capital improvements would mostly benefit residents and would not likely be a draw for tourists. Note, that if it is a city owned building, funds *can* be used.
3. Can a local government use lodging tax funds to pay for increased police presence on event weekends?
  - **Yes**, If the city required an event promoter to have an additional police presence for an event, the event promoter could include operational costs in their application. Additionally, the city could also apply for lodging tax funds directly to pay for increased police services for such events.
4. Could a local government award lodging tax funds to a local beauty pageant/talent show?
  - **Maybe**, The event promoter would need to show that the local pageant is a draw for tourists
5. Can the governing body change the recommendations of its local LTAC?
  - **Maybe**, This is a trick question as the answer is both yes and no. The governing body must choose to awards funds from among proposals recommended by the LTAC, and the only thing it can change is the amount awarded to an applicant. The governing board must submit these proposed funding changes to the LTAC for review and comment, and then it must wait 45 days before taking any final action on funding.



# City of Poulsbo: 2024 Lodging Tax Grant

<https://cityofpoulsbo.com/lodging-tax-grant-program/>

Organization	Project Proposed	LTAC Recommendation
City of Poulsbo	1. Special Events Coordinator 2. HWY Signs Maintenance 3. LTAC Toolkit	\$100,900
Poulsbo Chamber of Commerce	1. Visitor Center 2. Visit Poulsbo Website Center 3. Poulsbrew Beer Festival	\$32,000
SEA Discovery Center	1. Promotional Items 2. Advertising and Marketing 3. Operating Funds 4. Passport to Poulsbo's History and Marine Life	\$36,500
Visit Kitsap Peninsula	1. VKP Website "Poulsbo" page	\$2,500
Historic Downtown Poulsbo Association	1. Sound Edge marketing plan 2. Contracted Marketing Assistant 3. Special Productions & Campaigns 4. Walking Maps 5. Event Production & Promotion	\$36,300
Poulsbo Historical Society	1. Operation of four facilities including two museums on Front Street	\$32,500
Poulsbo Blues and Jazz Festival	1. Poulsbo Blues and Jazz Festival (PB&J)	\$5,000
Winery Alliance of Bainbridge Island	1. Kitsap County Wine & Cider Passport	\$4,000
Poulsbo Film Festival	1. Poulsbo Film Festival 2024 (Festival Year 3)	\$15,000
Kitsap Children's Musical Theater	1. Advertising for Spring Musical Production	\$1,500
Poulsbo Community Orchestra	1. 2023-2024 Season	\$1,500
Cross the Divide	1. Veteran and Active-Duty Support Projects	\$1,500
Blue Star Banner Program	1. Poulsbo Beer Run 2. Poulsbo Bloody Mary Krawl	\$1,000
	<b>Total</b>	<b>\$270,200.00</b>

Now Poulsbo Traditions, don't miss on these annual favorites  
THESE EVENTS HAVE BEEN GOING ON IN POULSBO FOR 3+ YEARS!

**VALISBLOT VIKING  
BONFIRE**

FIRST SATURDAY IN FEBRUARY

**POULSBO BEER RUN**

ST PATTYS DAY WEEKEND  
IN MARCH

**VIKING FEST WEEKEND**

THIRD WEEKEND IN MAY

**POULSBO GARDEN  
CLUB PLANT SALE**

IN MAY

**PETSWALK**

FIRST SATURDAY IN JUNE

**JUNE TUNES**

FRIDAY IN JUNE

**BASH BY THE BAY**

MID JUNE

**MIDSOMMER FEST AND  
VIKING BONFIRE**

THIRD SATURDAY IN JUNE

**SUMMER NIGHTS AT THE  
BAY CONCERT SERIES**

TUESDAYS IN JULY AND AUGUST

**NATIONAL NIGHT OUT**

FIRST TUESDAY IN AUGUST

**POULSBO COMMUNITY  
ORCHESTRA FUNDRAISER  
AT RAAB PARK**

FIRST SATURDAY IN SEPTEMBER

**LIBERTY BAY FESTIVAL**

LAST WEEKEND IN AUGUST

**POULSBO ARTS FESTIVAL**

THIRD WEEKEND IN AUGUST

**POULSBO KIDS DAY**

SECOND SATURDAY IN SEPTEMBER

**KITSAP COLOR CLASSIC**

IN SEPTEMBER

**POULSBREW**

IN SEPTEMBER

**POULSBO BEER RUN**

OKTOBERFEST WEEKEND

**POULSBO HALF  
MARATHON & 10K**

FIRST SATURDAY IN OCTOBER

**AUTUMN FEST VIKING  
BONFIRE**

SECOND SATURDAY IN OCTOBER

**DOWNTOWN POULSBO  
TRICK OR TREAT**

HALLOWEEN

**DAFFODIL DAY**

IN FALL

**KITSAP SALMON TOUR AT  
POULSBO FISH PARK**

FIRST SATURDAY IN NOVEMBER

**POULSBO CHRISTMAS TREE  
LIGHTING**

FRIDAY AFTER THANKSGIVING

**JULEFEST VIKING BONFIRE**

FIRST SATURDAY IN DECEMBER

**TUBA CHRISTMAS CONCERT &  
LIGHTED SHIPS PARADE BONFIRE**

SECOND SATURDAY IN DECEMBER



[HTTPS://CITYOFPOULSBO.COM/COMMUNITY-EVENTS-CALENDAR/](https://cityofpoulsbo.com/community-events-calendar/)

A calendar with all events in Poulsbo! View all events as a daily list below, or select Type of Event, Event Type, and Audience Type to view specific events. \*Subscribe and get our newsletter to your inbox every Friday.

*\*We have over 280+ subscribers!*

# NEW POULSBO SPECIAL EVENTS IN 2023



FINS TO FINISH

June 2023



GRADUATION AT  
THE PARK

\*June 2023



NEB BLUE CHANGE OF  
COMMAND CEREMONY

July 2023



WATERFRONT  
WEDDINGS

August 2023



PRIDE  
PICNIC

\*September 2023



WESTSOUND F.O.O.L.S.  
& BEER CRAWL

October 2023



VETERANS DAY  
PARADE & CELEBRATION

\*November 2023



POULSBO BLOODY  
MARY KRAWL

\*November 2023

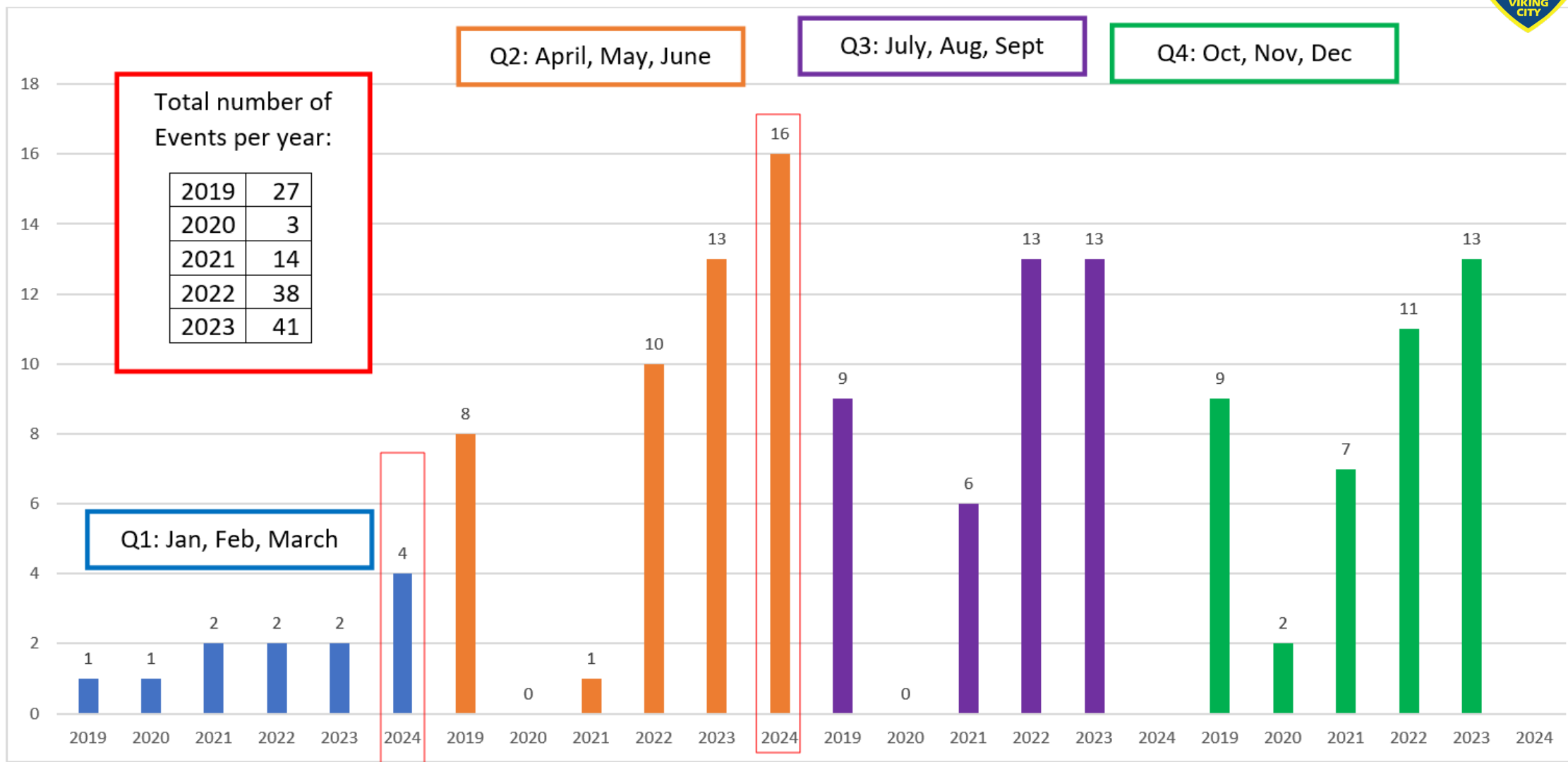


SPECIAL RECOGNITION FOR THE 2<sup>ND</sup> ANNUAL EVENTS IN POULSBO: FOOTPRINTS ACROSS POULSBO, POULSBO FILM FESTIVAL,  
WE ARE EXCITED FOR THE NEW POULSBO BLUES AND JAZZ FESTIVAL HITTING OUR AREA IN FEB 2024

\*INAGURAL ANNUAL EVENTS



### City of Poulsbo Number of Special Events from 2019-2024 Per Quarter



Total number of Events per year:

2019	27
2020	3
2021	14
2022	38
2023	41

Q1: Jan, Feb, March

Q2: April, May, June

Q3: July, Aug, Sept

Q4: Oct, Nov, Dec



# How to ensure Lodging Numbers?

- Partner with the local hotels and add links to your website:
- Issue a survey: add it to your website, ask at event, issue it after event
  - “We are eligible for grant funding can you help answer this question? Are you staying in Poulsbo? Hotel/AirBNB/VRBO/Friend?”

**POULSBO BEER RUN** <https://poulsbobeerrun.com/> **HOME BLOODY MARY KRAWL ROUTE FAQ'S GALLERY CONTACT US**

### IT'S NEW TO PBR..THREE SMOKIN DEALS TO “STAYIN N PLAYIN” IN POULSBO

We're offering a Stay n Play option with your registration. Yes, you can stay in Poulsbo for the night or weekend and enjoy all that charming Poulsbo has to offer. Yep, there's no getting up before the chickens in order to make it to the PBR by 9 AM, you're already here...take a swim in Fairfield's beautiful pool, or stroll along the beautiful waterfront park if you choose to stay at Hotel Scandi...you'll also receive a goodie bag upon checking into your room, so CLICK on the button below to Stay n Play at either Fairfield Inn & Suites, Hotel Scandi or Poulsbo Inn and Suites...for Hotel Scandi use coupon code POULSBOBEERRUN to receive 20% off the booking. Poulsbo Inn and Suites call mention Poulsbo Beer Run to receive 15% off.

**“Stayin N Playin” at Fairfield**

**“Stayin N Playin” at Hotel Scandi**

The image shows four participants in St. Patrick's Day costumes (leprechaun, green wig, grey hoodie with green tutu, and Viking horn hat) sitting on a stone ledge. They are wearing race bibs with numbers 83, 91, 84, and 80. The background is dark with green accents.

# Counting Methods Definitions



When reporting city data, a specific number will need to be provided and which count method you used to get to that number. These definitions are provided by the [WA JLARC](#)

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from website data, businesses, hotels, restaurants or tour guides, likely to be affected by an event.
  - This is the most accurate kind of count.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors/participants.
  - Example: "How many people are part of your party" Listed response: 3 = count = 3
- **Informal Survey:** Information collected directly from individual visitors or participants in a manner that is not representative of all visitors or participants. An informal survey has a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
  - Example: you issue the survey at the very end of your event/day.
- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet). This can also be using a historic data count.

# Best way to receive maximum funding



## **Extra-weighting is given to applications demonstrating:**

- New applicants that focus on a) tourism marketing and b) marketing and operations of special events and festivals designed to attract tourists.
- Events created during the off-season: October - April (Spring/Fall/Winter).
- Proven overnight stays in City lodging facilities.

## **Award funding considerations include:**

- City of Poulsbo departments may apply for funds if the request aligns with the RCWs.
- Operations side should become more self-sustaining.
- A maximum of 25% of funding can be used towards operations.
- Demonstrable proportionality of 75% or more of awarded funding to be focused on Poulsbo – pertinent to regional organizations.



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## 1. [2025 Lodging Tax Grant Request for Proposal](#)

a) [2025 Lodging Tax Grant Application Cover](#)

b) [2025 Lodging Tax Grant Application](#)

- Example: [Poulsbo Film Festival 2023 Application](#)

## 2. [2025 Lodging Tax Quarterly Reporting Process](#)

1. Online Report

# Mark Your Calendars!



## Poulsbo Lodging Tax Grant 2024-2025 Schedule

Application Packets Due	Fri, September 6, 2024
Applications LTAC interviews with Applicants	Thurs, September 26, 2024
Recommendations to City Council	Wed, October 9, 2024
Final Budget Adoption	November 2024
Tourism Services Agreement Available	December 2024

Any questions on this process please reach out to the Special Events Coordinator  
Lin Hino | [lhino@cityofpoulsbo.com](mailto:lhino@cityofpoulsbo.com) | (360) 394-9771